

This draft summary of recommendations for the Parking Matters study illustrates how a broad set of strategic approaches addresses the study's primary goals, which do not just have to do with parking. The study has focused on parking as an important public resource and service but views it as part of a larger transportation and mobility system for central Savannah. Managing parking goes hand in hand with providing a range of travel options to, from and within the city center.

The diagram on the following page outlines how each of the strategic approaches is tied to the goals of the study, and defines the key action items that implement these strategies. These comprise both changes to current management policies—such as a change in the hours of on-street parking pricing and enforcement—and the introduction of new parking and mobility policies—such as a visitor-friendly 'first ticket free' policy and the expansion of parking enforcement officers' roles as ambassadors who help visitors and parking customers understand how the system works.

In addition to parking, these recommendations also emphasize the special nature of Savannah's downtown and central neighborhoods and guide the City toward a more integrated multimodal transportation system that lessens the need to park at each individual destination, that takes advantage of a well-connected street network, and that builds on current investments that Savannah has been making in transit, bicycle and pedestrian travel. Overall, the Parking Matters study has proposed adapting the role of the Mobility and Parking Services department from a conventional parking authority to more of a mobility authority, where parking and other revenues are shared to provide an extensive range of transportation services and capital investments.

The Parking Matters study is nearing its final stages and this document is to help you understand the goals, strategies, action items and outcomes for the study. The team will be presenting and discussing these over the next few months prior to developing final plan documents.



GOALS

STRATEGIES

ACTION ITEMS

OUTCOMES

1: Support both public and private parking uses

Allow greater flexibility in meeting parking requirements

Provide adequate parking for regional and day visitors who drive to Savannah

Extend zoning tools for addressing parking requirement; allow sharing and in-lieu of payments

Plan proactively for future garages to be a development tool

Balance pricing of on-street with off-street to reflect demand dynamics

2: Promote the safe and efficient use of all legal parking

Optimize use of current system before constructing new facilities

Manage parking to ensure availability in high demand areas

Allow M&PS to respond directly to changing conditions

M&PS has administrative control to regulate, set rates

Set Pricing and Enforcement of On-Street Spaces to Reflect Demand

Extend residential permit program and parking eligibility (distance from residence)

Public safety enforcement on Sundays

3: Provide reliable mobility options and strategies for infrastructure enhancement

Invest in pedestrian infrastructure and information systems to promote trips on foot and bike

*Combine and share funding and M&PS operations towards a complete **Mobility Authority****

Use parking revenue to fund a variety of mobility functions (i.e., bike lanes, sidewalk improvements, etc.)

M&PS designates a Mobility Coordinator

Invest in high-quality bicycle facilities

4: Balance business development, quality of life and appropriate additions to community character

Provide seamless connections for commuters who opt not to park immediately adjacent to their destinations

*Make it easy for businesses to promote services and amenities through **contributions to infrastructure and services.***

Streamline transit service to connect parking to destinations more seamlessly

Add bicycle parking and make bike-share part of zoning/development review

Simplify structure of curbside loading and service zones

5: Foster a user-friendly parking AND mobility system that maximizes choice

Extend current efforts to build a user-friendly system, working mostly with existing services and assets

Replace coin-only meters with smart technology

Extend the role of enforcement officers to be ‘parking ambassadors’

Adopt a ‘first ticket free’ policy that issues a warning and information

Extend branding through continued implementation of wayfinding plan

Real-Time availability displays

Maximizes freedom of parking choice

Access for traditional downtown employment

Establishment of a park-once environment

Downtown residents and visitors have first priority in parking management

Downtown transit service frequency eliminates the need for users to consult schedules

Savannah is America’s best bicycling city

Business-adjacent parking is focused on availability for customers

Parking is intuitive and easy for everyone

*M&PS is the City’s Mobility and Parking Services Department.